

Rhode Island Seafood Marketing Collaborative

February 1, 2016 ~ Meeting Minutes

In attendance:

Collaborative Members:

Janet Coit

John DelGado

Michael McGiveney

David Beutel

Ken Ayars

Mike Walker

Kathryn Farrington

Lori Pivarnik

Others:

Dave Monti

Dan Costa

Allison Rogers

Sarah Schumann

Nancy Sullivan

Anna Malek

Tim Whalen

Jason McNamee

Rayna Maguire

Rose Jones

Wendy Mainardi

Introductions

Approval of September 24, 2015 meeting

- **Beutel motioned the approval of September 24, 2015 meeting; Monti seconded the motion.**

Executive Update

- **DEM is utilizing various techniques to continue the growth of the local food economy**
- **Brookings Institute go green initiative – The Senate President calls for funding for LASA as well as the support for it**
- **Moving forward with providing more details for a new Food Chief**

position in the Governor's office.

- Possible change of statute – possibly additional meetings throughout the year**
- Behind but completing the Harvesters Education program – requires training for all harvesters as well as refresher courses every 5 years**
- McGiveney wants to ensure that there is flexible communication between those involved and there is a way to keep everyone up to date**

Program Update

- 2015 Highlights**

- o Restaurant Week – 2015 Restaurant Week was successful and integrated the seafood initiative into it. Still some details that Farrington would like to improve upon for this coming spring**

- o Galilee Tour –Costa discussed his tour of Galilee and how it was able to lead to connections between restaurants around Rhode Island and local fishermen**

- o Coit suggests more frequent tours of the ports in Rhode Island to help people see and learn about the local seafood face-to-face**

- Issues regarding locally caught seafood traveling to Boston and back arose**

- o Coit suggests that a small group from the seafood collaborative**

look into the issue to better understand the reasoning's behind it

- **Town Dock Video**

- o Costa addresses the upcoming plans for the Port of Galilee – They are looking to replace the bulk head, dock, electrical, etc. however they are still waiting on funding
- o It is noted by Walker that EDA should be referenced more in the video
- o Coit agrees and suggests that Walker follow up with the concerns with those who made the video

- **Branding materials**

- o The list for promotional materials for the Rhode Island Seafood brand was finalized
- o There are twenty registered users of the logo
- o Rhode Island Seafood was recognized during parts of Newport Restaurant Week, local festivals, and was part of the end-of-year media campaign

- **LASA update –Ayars**

- o Grant awards will be held on April 26, 2016
- o New conference – Farm institution of Rhode Island on February 24, 2015

ه Conference has the goal of developing productivity between producers of goods, and those who buy the goods
o Possible event in March to discuss the current LASA projects and their progress – specific date TBD

New Initiatives

- Quahog Week**

- o Targeting for the third week in March**
- o The week has the goal of supporting the Quahog fishery when sales are typically depressed – want to raise awareness about their year-round availability**
- o Jones discusses possible events including the kickoff event**
- o Coit suggests that JWI could be a good location for either the kickoff event, or a different event**
- o Malek suggests that there is an “at home” competition, with the wives of the fisherman judging – goal would be to show people how they can cook the product themselves in their homes**
- o Rogers suggests possibly using some of her pageants and/or winners to promote the message of buying local seafood and possibly specific events such as Quahog Week**

Announcements and Discussion

- Everyone provided suggestions regarding how to improve the communication and success of the RISMC**

- o Overall ideas: focus on overcoming regulation, improving upon social media and outreach, educating about new markets, public education, ensuring species diversity
- Pivarnik –Muscle cook-off at Voltec

Meeting adjourned at 3:13pm